

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR  
CALENDAR DISSEMINATION IN A SUPPLY CHAIN MANAGEMENT  
FRAMEWORK**

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**ABSTRACT**

A system, method and computer program product are disclosed for disseminating  
calendar information in a supply chain utilizing a network. A network is utilized to  
10 receive data from a plurality of outlets of a supply chain relating to the sale of products  
by the outlets. A calendar of events is generated. Access to the calendar of events is  
allowed utilizing a network-based interface.